

**Counties: Tallapoosa, AL**

2000 Total Population	41,475
2000 Group Quarters	859
2008 Total Population	41,248
2013 Total Population	40,742
2008 - 2013 Annual Rate	-0.25%



2000 Households	16,656
2000 Average Household Size	2.44
2008 Households	16,967
2008 Average Household Size	2.36
2013 Households	16,948
2013 Average Household Size	2.33
2008 - 2013 Annual Rate	-0.02%
2000 Families	11,807
2000 Average Family Size	2.94
2008 Families	11,885
2008 Average Family Size	2.89
2013 Families	11,749
2013 Average Family Size	2.88
2008 - 2013 Annual Rate	-0.23%



2000 Housing Units	20,510
Owner Occupied Housing Units	62.0%
Renter Occupied Housing Units	19.3%
Vacant Housing Units	18.8%
2008 Housing Units	21,531
Owner Occupied Housing Units	60.7%
Renter Occupied Housing Units	18.1%
Vacant Housing Units	21.2%
2013 Housing Units	21,947
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	22.8%

Median Household Income

2000	\$30,737
2008	\$35,877
2013	\$39,052

Median Home Value

2000	\$65,036
2008	\$91,499
2013	\$95,502

Per Capita Income

2000	\$16,909
2008	\$19,874
2013	\$21,621

Median Age

2000	39.2
2008	41.6
2013	43.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Tallapoosa, AL

**2000 Households by Income**

Household Income Base	16,631
< \$15,000	24.7%
\$15,000 - \$24,999	16.4%
\$25,000 - \$34,999	14.1%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	15.7%
\$75,000 - \$99,999	6.3%
\$100,000 - \$149,999	3.9%
\$150,000 - \$199,999	1.1%
\$200,000+	1.3%
Average Household Income	\$41,810

2008 Households by Income

Household Income Base	16,967
< \$15,000	20.0%
\$15,000 - \$24,999	15.4%
\$25,000 - \$34,999	13.6%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	20.3%
\$75,000 - \$99,999	7.1%
\$100,000 - \$149,999	5.3%
\$150,000 - \$199,999	1.1%
\$200,000+	1.5%
Average Household Income	\$47,492

2013 Households by Income

Household Income Base	16,948
< \$15,000	18.5%
\$15,000 - \$24,999	14.1%
\$25,000 - \$34,999	12.7%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	22.2%
\$75,000 - \$99,999	8.4%
\$100,000 - \$149,999	6.1%
\$150,000 - \$199,999	1.2%
\$200,000+	1.6%
Average Household Income	\$51,044

2000 Owner Occupied HUs by Value

Total	12,715
<\$50,000	36.5%
\$50,000 - 99,999	36.0%
\$100,000 - 149,999	10.4%
\$150,000 - 199,999	7.1%
\$200,000 - \$299,999	5.6%
\$300,000 - 499,999	2.8%
\$500,000 - 999,999	1.1%
\$1,000,000+	0.5%
Average Home Value	\$99,058

2000 Specified Renter Occupied HUs by Contract Rent

Total	3,805
With Cash Rent	85.1%
No Cash Rent	14.9%
Median Rent	\$255
Average Rent	\$259

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Tallapoosa, AL



2000 Population by Age

Total	41,475
0 - 4	6.2%
5 - 9	6.9%
10 - 14	7.0%
15 - 19	6.5%
20 - 24	5.2%
25 - 34	12.3%
35 - 44	14.5%
45 - 54	14.1%
55 - 64	10.9%
65 - 74	8.7%
75 - 84	5.7%
85+	2.2%
18+	75.8%

2008 Population by Age

Total	41,248
0 - 4	6.2%
5 - 9	6.1%
10 - 14	6.2%
15 - 19	6.0%
20 - 24	5.3%
25 - 34	11.5%
35 - 44	13.3%
45 - 54	14.7%
55 - 64	13.5%
65 - 74	8.9%
75 - 84	5.6%
85+	2.5%
18+	77.8%

2013 Population by Age

Total	40,742
0 - 4	6.0%
5 - 9	5.9%
10 - 14	6.2%
15 - 19	6.1%
20 - 24	5.2%
25 - 34	10.4%
35 - 44	12.3%
45 - 54	14.7%
55 - 64	14.8%
65 - 74	9.9%
75 - 84	5.8%
85+	2.7%
18+	78.2%

2000 Population by Sex

Males	47.5%
Females	52.5%

2008 Population by Sex

Males	48.1%
Females	51.9%

2013 Population by Sex

Males	48.3%
Females	51.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Tallapoosa, AL****2000 Population by Race/Ethnicity**

Total	41,475
White Alone	73.5%
Black Alone	25.4%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.2%
Two or More Races	0.5%
Hispanic Origin	0.6%
Diversity Index	40.3

2008 Population by Race/Ethnicity

Total	41,248
White Alone	71.5%
Black Alone	27.0%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.3%
Two or More Races	0.7%
Hispanic Origin	0.9%
Diversity Index	42.7

2013 Population by Race/Ethnicity

Total	40,742
White Alone	70.3%
Black Alone	28.0%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.4%
Two or More Races	0.8%
Hispanic Origin	1.2%
Diversity Index	44.1

**2000 Population 3+ by School Enrollment**

Total	40,055
Enrolled in Nursery/Preschool	2.2%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	11.7%
Enrolled in Grade 9-12	6.1%
Enrolled in College	2.7%
Enrolled in Grad/Prof School	0.3%
Not Enrolled in School	75.6%

2008 Population 25+ by Educational Attainment

Total	28,948
Less than 9th Grade	7.7%
9th - 12th Grade, No Diploma	17.2%
High School Graduate	35.1%
Some College, No Degree	18.4%
Associate Degree	5.8%
Bachelor's Degree	10.5%
Graduate/Professional Degree	5.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Tallapoosa, AL

**2008 Population 15+ by Marital Status**

Total	33,594
Never Married	21.6%
Married	57.3%
Widowed	9.4%
Divorced	11.7%

**2000 Population 16+ by Employment Status**

Total	32,480
In Labor Force	56.7%
Civilian Employed	53.1%
Civilian Unemployed	3.4%
In Armed Forces	0.2%
Not in Labor Force	43.3%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	91.6%
Civilian Unemployed	8.4%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	92.3%
Civilian Unemployed	7.7%

2000 Females 16+ by Employment Status and Age of Children

Total	17,430
Own Children < 6 Only	7.0%
Employed/in Armed Forces	4.3%
Unemployed	0.5%
Not in Labor Force	2.2%
Own Children < 6 and 6-17 Only	5.3%
Employed/in Armed Forces	3.1%
Unemployed	0.4%
Not in Labor Force	1.8%
Own Children 6-17 Only	17.1%
Employed/in Armed Forces	11.7%
Unemployed	0.8%
Not in Labor Force	4.7%
No Own Children < 18	70.6%
Employed/in Armed Forces	27.2%
Unemployed	1.7%
Not in Labor Force	41.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.

**Counties: Tallapoosa, AL****2008 Employed Population 16+ by Industry**

Total	16,234
Agriculture/Mining	1.3%
Construction	8.6%
Manufacturing	27.0%
Wholesale Trade	2.7%
Retail Trade	10.9%
Transportation/Utilities	4.0%
Information	0.7%
Finance/Insurance/Real Estate	5.7%
Services	34.6%
Public Administration	4.7%

2008 Employed Population 16+ by Occupation

Total	16,234
White Collar	49.6%
Management/Business/Financial	10.0%
Professional	15.8%
Sales	11.1%
Administrative Support	12.7%
Services	15.0%
Blue Collar	35.4%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	7.4%
Installation/Maintenance/Repair	6.6%
Production	15.1%
Transportation/Material Moving	5.7%

**2000 Workers 16+ by Means of Transportation to Work**

Total	17,009
Drove Alone - Car, Truck, or Van	82.2%
Carpooled - Car, Truck, or Van	14.0%
Public Transportation	0.2%
Walked	0.8%
Other Means	0.9%
Worked at Home	1.9%

2000 Workers 16+ by Travel Time to Work

Total	17,009
Did Not Work at Home	98.1%
Less than 5 minutes	3.1%
5 to 9 minutes	13.5%
10 to 19 minutes	34.9%
20 to 24 minutes	11.2%
25 to 34 minutes	14.7%
35 to 44 minutes	5.3%
45 to 59 minutes	7.1%
60 to 89 minutes	5.5%
90 or more minutes	2.7%
Worked at Home	1.9%
Average Travel Time to Work (in min)	25.1

2000 Households by Vehicles Available

Total	16,656
None	9.4%
1	30.3%
2	37.4%
3	16.2%
4	5.0%
5+	1.7%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Tallapoosa, AL****2000 Households by Type**

Total	16,656
Family Households	70.9%
Married-couple Family	53.0%
With Related Children	22.0%
Other Family (No Spouse)	17.8%
With Related Children	11.6%
Nonfamily Households	29.1%
Householder Living Alone	26.5%
Householder Not Living Alone	2.6%

Households with Related Children	33.6%
Households with Persons 65+	28.3%

2000 Households by Size

Total	16,656
1 Person Household	26.5%
2 Person Household	35.2%
3 Person Household	17.4%
4 Person Household	13.5%
5 Person Household	5.3%
6 Person Household	1.5%
7+ Person Household	0.7%

2000 Households by Year Householder Moved In

Total	16,656
Moved in 1999 to March 2000	14.9%
Moved in 1995 to 1998	25.0%
Moved in 1990 to 1994	16.1%
Moved in 1980 to 1989	16.6%
Moved in 1970 to 1979	12.0%
Moved in 1969 or Earlier	15.4%
Median Year Householder Moved In	1992

**2000 Housing Units by Units in Structure**

Total	20,510
1, Detached	69.9%
1, Attached	1.2%
2	2.8%
3 or 4	3.5%
5 to 9	1.6%
10 to 19	0.5%
20+	1.1%
Mobile Home	19.3%
Other	0.2%

2000 Housing Units by Year Structure Built

Total	20,510
1999 to March 2000	2.3%
1995 to 1998	11.6%
1990 to 1994	9.4%
1980 to 1989	16.7%
1970 to 1979	18.6%
1969 or Earlier	41.4%
Median Year Structure Built	1975

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Counties: Tallapoosa, AL

Top 3 Tapestry Segments

1.	Southern Satellites
2.	Rural Bypasses
3.	Heartland Communities



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$23,572,018
Average Spent	\$1,389.29
Spending Potential Index	52
Computers & Accessories: Total \$	\$2,380,718
Average Spent	\$140.31
Spending Potential Index	59
Education: Total \$	\$11,863,008
Average Spent	\$699.18
Spending Potential Index	51
Entertainment/Recreation: Total \$	\$43,692,354
Average Spent	\$2,575.14
Spending Potential Index	69
Food at Home: Total \$	\$57,019,515
Average Spent	\$3,360.61
Spending Potential Index	69
Food Away from Home: Total \$	\$37,620,369
Average Spent	\$2,217.27
Spending Potential Index	65
Health Care: Total \$	\$54,727,355
Average Spent	\$3,225.52
Spending Potential Index	79
HH Furnishings & Equipment: Total \$	\$22,325,240
Average Spent	\$1,315.80
Spending Potential Index	57
Investments: Total \$	\$7,227,307
Average Spent	\$425.96
Spending Potential Index	42
Retail Goods: Total \$	\$316,678,224
Average Spent	\$18,664.36
Spending Potential Index	69
Shelter: Total \$	\$144,783,838
Average Spent	\$8,533.26
Spending Potential Index	55
TV/Video/Sound Equipment: Total \$	\$15,860,323
Average Spent	\$934.77
Spending Potential Index	65
Travel: Total \$	\$18,859,945
Average Spent	\$1,111.57
Spending Potential Index	59
Vehicle Maintenance & Repairs: Total \$	\$11,501,237
Average Spent	\$677.86
Spending Potential Index	68

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.